

*Amendments to the Claims*

This listing of claims will replace all prior versions, and listings of claims in the application.

1. (currently amended) A method for increasing web site traffic using a computer comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image; and

(b) providing a game piece to at least one individual;

~~(c) — providing a web site,~~ wherein said individual interacts with said web site with said game piece,[[;]]

~~(d) — wherein said game piece includes a selectively camouflaged image covered by a dull coating that reduces at least one of the reflectivity of a substrate of the game piece and the contrast between the substrate and the camouflaged image,[[;]]~~ and

~~(e) — wherein said individual places said game piece in proximity to a light source of said computer to reveal said selectively camouflaged image to determine a winning status of said game piece.~~

2. (previously presented) The method of claim 1, further comprising the step of providing said web site with at least one region consisting essentially of a primary color.

3. (previously presented) The method of claim 1, wherein said image comprising information relates to a contest.

4. (previously presented) The method of claim 1, wherein said image comprising information relates to a promotion.

5. (previously presented) The method of claim 1, wherein said image comprising information relates to a sweepstakes.

6. (previously presented) The method of claim 1, wherein said game piece is a compact disc.

7. (currently amended) A method for providing an incentive to a participant to decode a game piece with a computer monitor comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image; and

(b) providing a game piece to at least one participant wherein said game piece includes a selectively camouflaged image covered by a dull coating that reduces at least one of the reflectivity of a substrate of the game piece and the contrast between the substrate and the camouflaged image; and

~~(c) — providing a web site,~~ wherein said participant interacts with said web site with said game piece by placing said game piece in proximity to a light source of said computer monitor to reveal said selectively camouflaged image to determine a winning status of said game piece.

8. (previously presented) The method of claim 7, wherein said game piece is a compact disc.